

R.J. Reynolds

Tobacco Co.

S. R. MacLeod

Region Operations Manager
150 Lawrence Bell Dr.
Suite 108
Williamsville, NY 14221
(716) 634-9232
(716) 634-3145



Sent via EMail

December 5, 1995

To: Division Managers

Re: **March Doral Mega Outlets**

Gentlemen:

The attached listing represents cigarette outlets (RS, BI, CS) with AIM Volume of 800 CPW and higher. Your assistance is requested in identifying those cigarette outlets that you want to target for our \$3.00 Doral On-Carton Coupon along with our Doral Mega Display Kit #504794 (POS) and Generic Mega Outlet Display #504773.

Recommend display is 500 offers per outlet. Simply identify by outlet the appropriate Sku quantity in the column provided. Each Division's allocated Sku's are denoted on the attachment.

Also, during March, Mega Outlets will get our March National Doral B2G Ashtray Promotion. The Buffalo Region has an allocation of 11,396 Sku's. Our objective should be to target the attached Mega Outlets heavy as our Region's allocation is quite large versus our VAP accounts. Therefore, we need your help in identifying the number of Sku's per outlet. Mega outlets should get at least 4-Sku's per outlet - Display #505142.

Upon receipt and review, please E-Mail the attached forms with your needs.

If you have any questions, please contact me.

Sincerely,
Stephen

S.R. MacLeod
#1610

c: R.C. Farmer
F. Natale
J. Campbell

51844 7315

Doral B2G Ashtray Promotion

Sales Rep Territory	SIS #	Account Name	Account Address	City	ST	AIM Ind. Vol.	B2G Ashtray # of Sku's	B2G Ashtray Display #505142
162202	171473	SHAMPINE'S TOBACCO/L	322 STATE ST	CARTHAGE	NY	1372		
162204	651111	FAMILY FARM	106 MAIN ST	SUSQUEHANNA	PA	817		
162204	635914	SMOKIN JOES TOB SHOP	SR 171	SUSQUEHANNA	PA	3539		
162205	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	12593		
162205	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	12707		
162206	474918	WEST SIDE DINER	607 VARICK ST	UTICA	NY	845		

51844 7316

Doral \$3.00 On Carton Coupon - March Promotion

Allocation: 63 Sku's

Sales Rep Territory	SIS #	Account Name	Account Address	City	State	AIM Ind. Vol.	\$3.00 OCC 500/sku's	Doral Mega display #504773 and POS kit #504794
162202	171473	SHAMPINE'S TOBACCO/L	322 STATE ST	CARTHAGE	NY	1372		
162204	651111	FAMILY FARM	106 MAIN ST	SUSQUEHANNA	PA	817		
162204	635914	SMOKIN JOES TOB SHOP	SR 171	SUSQUEHANNA	PA	3539		
162205	641087	ONONDAGA NATION	DBA FIREKEEPERS DINE	NEDROW	NY	12593		
162205	477231	ONONDAGA NATION	DBA KEVIN BUCKTOOTH	NEDROW	NY	12707		
162206	474918	WEST SIDE DINER	607 VARICK ST	UTICA	NY	845		

51844 7317

Doral \$3.00 On Carton Coupon - March Promotion

Allocation: 51 Sku's

<i>Sales Rep Territory</i>	<i>SIS #</i>	<i>Account Name</i>	<i>Account Address</i>	<i>City</i>	<i>State</i>	<i>AIM Ind. Vol.</i>	<i>\$3.00 OCC 500/sku's</i>	<i>Doral Mega display #504773 and POS kit #504794</i>
162302	289988	WEST ADDISON GENERAL	RT#17 & LAKE RD	WEST ADDISON	VT	837		
162303	633761	MINOR'S DISCOUNT BEV	292 LAKE STREET	ST ALBANS	VT	871		
162304	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	999		
162304	452987	EZ DUZZIT	75 SARATOGA AVE	SOUTH GLENS FALLS	NY	1750		
162304	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	995		
162305	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	966		
162305	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	1501		
162305	177253	NAIFS GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	1312		

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Doral B2G Ashtray Promotion

<i>Sales Rep Territory</i>	<i>SIS #</i>	<i>Account Name</i>	<i>Account Address</i>	<i>City</i>	<i>ST</i>	<i>AIM Ind. Vol.</i>	<i>B2G Ashtray # of Sku's</i>	<i>B2G Ashtray Display #505142</i>
162302	289988	WEST ADDISON GENERAL	RT#17 & LAKE RD	WEST ADDISON	VT	837		
162303	633761	MINOR'S DISCOUNT BEV	292 LAKE STREET	ST ALBANS	VT	871		
162304	657371	BEVERAGE KING	RTE 4A	BOMOSEEN	VT	999		
162304	452987	EZ DUZZIT	75 SARATOGA AVE	OUTH GLENS FA	NY	1750		
162304	494957	POULTNEY CASH MARKET	37 MAIN ST	POULTNEY	VT	995		
162305	130283	BEEBE'S SERVICE STA	1000 CURRY RD	SCHENECTADY	NY	966		
162305	619977	COUNTRY FEED STORE	ROUTE 30	AMSTERDAM	NY	1501		
162305	177253	NAIFS GROCERY	251 N MAIN ST	GLOVERSVILLE	NY	1312		
162307	777390	24 HOUR STORE	10 STELLA ST	MATAMORAS	PA	4195		
162307	594068	CATSKILL DISCOUNT BV	190 MILL ST	LIBERTY	NY	898		
162307	130056	TOBI CORP.	6 DOLSON AVE	MIDDLETOWN	NY	806		

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Doral B2G Ashtray Promotion

Sales Rep Territory	SIS #	Account Name	Account Address	City	ST	Alt Ind. Vol.	B2G Ashtray # of Sku's	B2G Ashtray Display #505142
162602	601185	49 EXPRESS	409 BLOOMINGDALE RD	BASOM	NY	1080		
162602	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	1412		
162602	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	13548		
162602	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	4478		
162602	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	3016		
162602	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	6156		
162602	349198	RANDY'S SMOKE SHOP	1325 UPPER MOUNTAIN	LEWISTON	NY	1213		
162602	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	14562		
162602	630311	SMOKIN' JOES #3	4900 INDIAN HILL RD.	SANBORN	NY	1220		
162602	579200	SMOKIN' JOES V	2323 SAUNDERS SETT.	SANBORN	NY	1084		
162602	598116	T.P. DELI & FUEL	837 BLOOMINGDALE RD	BASOM	NY	9411		
162602	526968	THE REZ / INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	11832		
162604	045552	AMER/INDIAN CRAFTS	719 BROAD ST	SALAMANCA	NY	4551		
162604	480762	BEARCLAW TRADING PST	RT. 280	STEAMBURG	NY	5912		
162604	521624	CROSSROADS	PO BOX 143	VERSAILLES	NY	2652		
162604	263886	DARREN'S BEARCLAW	11048 S.WESTERN BLVD	IRVING	NY	2763		
162604	341824	HOAG'S SMOKESHOP III	685 BROAD STREET	SALAMANCA	NY	1352		
162604	502516	IROQUOIS SMOKE SHOP	14411 FOUR MILE LEVE	GOWANDA	NY	887		
162604	536774	JR'S SMOKESHOP	RT. 5 & LAKESHORE RD	IRVING	NY	4379		
162604	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	5309		
162604	482404	KENS LOCAL SMOKESHOP	7 MAIN ST	SALAMANCA	NY	1572		
162604	389411	LOIS HOAG II	RT. 417	KILL BUCK	NY	1171		
162604	328435	OJ'S SMOKESHOP	PO BOX 160	STEAMBURG	NY	2211		
162604	633278	R&B BULLET & BAIT	14058 FOUR MILE LEVE	GOWANDA	NY	1291		
162604	675068	RICHARDS SMOKESHOP	W PERIMETER ROAD	STEAMBURG	NY	4605		
162604	340601	RON'S SMOKESHOP	BOX 92A, RD. 3	ALLEGANY	NY	2951		
162604	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	5371		
162604	566889	SANDY'S PLACE	RT. 438	GOWANDA	NY	1819		
162604	442094	SENECA HAWK PETRO	730 BROAD ST	SALAMANCA	NY	1713		
162604	128513	SENECA HAWK TOBACCO	PROJECT	IRVING	NY	8253		
162604	324640	SENECA SMOKE & CRAFT	688 BROAD ST	SALAMANCA	NY	1068		
162604	399934	T & J'S SMOKESHOP	191 CENTER ST	SALAMANCA	NY	2546		
162604	422357	WOLF'S RUN	RT. 438	IRVING	NY	2515		
162608	310108	SHEDDENS WHOLESALE	RT. 14	FASSETT	PA	4384		
162608	676785	SMOKIN JOES	300 N ELMIRA ST	SAYRE	PA	2961		

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Doral \$3.00 On Carton Coupon - March Promotion

Allocation: 92 Sku's

Sales Rep Territory	SIS #	Account Name	Account Address	City	State	Alt Ind Vol	\$3.00 OCC 500/sku's	Doral Mega display #504773 and POS kit #504794
162602	601185	49 EXPRESS	409 BLOOMINGDALE RD	BASOM	NY	1080		
162602	363986	HANK'S SMOKE SHOP	GARLOW ROAD	LEWISTON	NY	1412		
162602	197949	JAN'S TOBACCO SHOP	383 BLOOMINGDALE RD	BASOM	NY	13548		
162602	349196	JAY'S	5446 WALMORE RD	LEWISTON	NY	4478		
162602	790191	MIKE'S TRADING POST	2342 PRINTUP RD	SANBORN	NY	3016		
162602	422076	NO BLANKET	2400 UPPER MOUNTAIN	SANBORN	NY	6156		
162602	349198	RANDY'S SMOKE SHOP	1325 UPPER MOUNTAIN	LEWISTON	NY	1213		
162602	303562	SMOKIN' JOES #1	2293 SAUNDERS	SANBORN	NY	14562		
162602	630311	SMOKIN' JOES #3	4900 INDIAN HILL RD.	SANBORN	NY	1220		
162602	579200	SMOKIN' JOES V	2323 SAUNDERS SETT.	SANBORN	NY	1084		
162602	598116	T.P. DELI & FUEL	837 BLOOMINGDALE RD	BASOM	NY	9411		
162602	526968	THE REZ / INDIAN RESV	986 BLOOMINGDALE RD	BASOM	NY	11832		
162604	045552	AMER/INDIAN CRAFTS	719 BROAD ST	SALAMANCA	NY	4551		
162604	480762	BEARCLAW TRADING PST	RT. 280	STEAMBURG	NY	5912		
162604	521624	CROSSROADS	PO BOX 143	VERSAILLES	NY	2652		
162604	263886	DARREN'S BEARCLAW	11048 S.WESTERN BLVD	IRVING	NY	2763		
162604	341824	HOAG'S SMOKESHOP III	685 BROAD STREET	SALAMANCA	NY	1352		
162604	502516	IROQUOIS SMOKE SHOP	14411 FOUR MILE LEVE	GOWANDA	NY	887		
162604	536774	JR'S SMOKESHOP	RT. 5 & LAKESHORE RD	IRVING	NY	4379		
162604	368567	KEN'S SMOKESHOP	2001 ROUTE 219	LIMESTONE	NY	5309		
162604	482404	KENS LOCAL SMOKESHOP	7 MAIN ST	SALAMANCA	NY	1572		
162604	389411	LOIS HOAG II	RT. 417	KILL BUCK	NY	1171		
162604	328435	OJ'S SMOKESHOP	PO BOX 160	STEAMBURG	NY	2211		
162604	633278	R&B BULLET & BAIT	14058 FOUR MILE LEVE	GOWANDA	NY	1291		
162604	675068	RICHARDS SMOKESHOP	W PERIMETER ROAD	STEAMBURG	NY	4605		
162604	340601	RON'S SMOKESHOP	BOX 92A, RD. 3	ALLEGANY	NY	2951		
162604	509388	ROSEINE'S	1832 BUSH RD	GOWANDA	NY	5371		
162604	566889	SANDY'S PLACE	RT. 438	GOWANDA	NY	1819		
162604	442094	SENECA HAWK PETRO	730 BROAD ST	SALAMANCA	NY	1713		

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Doral \$3.00 On Carton Coupon - March Promotion

162604	128513	SENECA HAWK TOBACCO	PROJECT	IRVING	NY	8253		
162604	324640	SENECA SMOKE & CRAFT	688 BROAD ST	SALAMANCA	NY	1068		
162604	399934	T & J'S SMOKESHOP	191 CENTER ST	SALAMANCA	NY	2546		
162604	422357	WOLF'S RUN	RT. 438	IRVING	NY	2515		
162608	310108	SHEDDENS WHOLESALE	RT. 14	FASSETT	PA	4384		
162608	676785	SMOKIN JOES	300 N ELMIRA ST	SAYRE	PA	2961		

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Doral B2G Ashtray Promotion

Sales Rep Territory	SIS #	Account Name	Account Address	City	ST	AIM Volume	B2G Ashtray # of Sku's	B2G Ashtray Display #505142
163602	114564	BILLMONTS COUNTRY ST	RT 8	STAMFORD	VT	1019		
163602	114561	NEXT DOOR	RT 7	POWNA	VT	2400		
163602	623997	SHORT STOP VARIETY	MAIN STREET	BENNINGTON	VT	3062		
163603	114993	PLEASANT ST MKT	54 PLEASANT ST	WESTFIELD	MA	1370		
163604	115153	CORNER STORE, INC.	444 FRONT ST	CHICOPEE	MA	915		

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Doral \$3.00 On Carton Coupon - March Promotion

Allocation: 28 Sku's

Sales Rep Territory	SIS #	Account Name	Account Address	City	State	AIM Ind. Vol.	\$3.00 OCC 500/sku's	Doral Mega display #504773 and POS kit #504794
163602	114564	BILLMONTS COUNTRY SI	RT 8	STAMFORD	VT	1019		
163602	114561	NEXT DOOR	RT 7	POWNA	VT	2400		
163602	623997	SHORT STOP VARIETY	MAIN STREET	BENNINGTON	VT	3062		
163603	114993	PLEASANT ST MKT	54 PLEASANT ST	WESTFIELD	MA	1370		
163604	115153	CORNER STORE, INC.	444 FRONT ST	CHICOPEE	MA	915		

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Doral B2G Ashtray Promotion

Sales Rep Territory	SIS #	Account Name	Account Address	City	ST	AIM Ind. Vol.	B2G Ashtray # of Skus	B2G Ashtray Display #505142
163801	679787	PAULS REDEMPTION CTR	RR #1/U.S. RTE. 5	DERBY	VT	1212		
163802	230124	BOTTOMS UP	ROUTE 12	FITZWILLIAM	NH	1141		
163802	103172	RT. 13 STATELINE CON	RT 13	BROOKLINE	NH	1940		
163802	103186	STATE LINE VARIETY	RT 31 & 124	GREENVILLE	NH	945		
163802	230117	STATELINE GROCERY	ROUTE 12	FITZWILLIAM	NH	1292		
163802	103182	THE COUNTRY MILE	RT 31	GREENVILLE	NH	3189		
163803	643587	CHAS GEM	RTE 10	WINCHESTER	NH	1964		
163803	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	1394		
163803	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	1791		
163804	317529	BEVERAGE KING #1	INTERCHANGE DR	WEST LEBANON	NH	1175		
163805	064556	FOODS PLUS CONV.	ROUTE 125	PLAISTOW	NH	2026		
163805	346403	POST TIME	375 S BROADWAY	SALEM	NH	1291		
163805	103069	R&B SUPERETTE	59 BRIDGE ST	PELHAM	NH	1108		
163805	103073	RAYS STATELINE MKT	4 MAMMOTH RD	PELHAM	NH	1791		
163805	610871	SIGNAL ST VARIETY	65 PLAISTOW RD	PLAISTOW	NH	1343		
163806	677682	CASE N KEG LACONIA	JEFF MORIN ENTERPRISE	LACONIA	NH	1031		
163807	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH	3251		

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Doral #3.00 On Carton Coupon - March Promotion

			Allocation: 51 Sku's					
Sales Rep Territory	SIS #	Account Name	Account Address	City	ST	AIM Ind. Vol.	\$3.00 - OCC 500/sku's	Doral Mega display #504773 and POS kit #504794
163801	679787	PAULS REDEMPTION CTR	RR #1/U.S. RTE. 5	DERBY	VT	01212		
163802	230124	BOTTOMS UP	ROUTE 12	FITZWILLIAM	NH	01141		
163802	103172	RT. 13 STATELINE CON	RT 13	BROOKLINE	NH	01940		
163802	103186	STATE LINE VARIETY	RT 31 & 124	GREENVILLE	NH	0945		
163802	230117	STATELINE GROCERY	ROUTE 12	FITZWILLIAM	NH	01292		
163802	103182	THE COUNTRY MILE	RT 31	GREENVILLE	NH	03189		
163803	643587	CHAS GEM	RTE 10	WINCHESTER	NH	01964		
163803	278707	ROUTE 63 COUNTRY	525 NORTHFIELD ROAD	HINSDALE	NH	01394		
163803	104065	THE BIG S	48 MANNING HL	WINCHESTER	NH	01791		
163804	317529	BEVERAGE KING #1	INTERCHANGE DR	WEST LEBANON	NH	01175		
163805	064556	FOODS PLUS CONV.	ROUTE 125	PLAISTOW	NH	02026		
163805	346403	POST TIME	375 S BROADWAY	SALEM	NH	01291		
163805	103069	R&B SUPERETTE	59 BRIDGE ST	PELHAM	NH	01108		
163805	103073	RAYS STATELINE MKT	4 MAMMOTH RD	PELHAM	NH	01791		
163805	610871	SIGNAL ST VARIETY	65 PLAISTOW RD	PLAISTOW	NH	01343		
163806	677682	CASE N KEG LACONIA	EFF MORIN ENTERPRISE	LACONIA	NH	01031		
163807	572626	AYOTTES STATELINE	100 RIVER RD	HUDSON	NH	03251		